

This is the official newsletter of the NCDOT Leadership & Management Development Association. The opinions presented in this publication are those of the contributors and do not reflect official statements of any state government agency or representative. Its purpose is to inform and encourage the development of management professionals.

2007-2008 A Busy Year So Far for LMDA

LMDA has been very busy so far this fall, hosting several successful events for both members and other NCDOT employees. In September, LMDA hosted its first monthly Lunch and Learn session, which featured John Sharp of NCDOT's General Services Division. John spoke to the group about simple ways each person can make the office more environmentally friendly. The October Lunch and Learn featured Dr. Axel Lluch from the Governor's Office, who spoke about the growing Hispanic/Latino population in North Carolina.

In October, LMDA hosted its first Professional Development Course of the year, entitled "Dealing Effectively with the Media". The course filled up quickly and was a great success. LMDA also sponsored a school supply drive to benefit Communities in Schools of Wake County, and was able to donate more supplies than ever before to this great organization.

Thanks to everyone who has participated so far in these LMDA events, and we hope to see you again soon!



Environmental Leadership- "Green" Up Your Holiday

By: Beth Neely

Editor's Note: In 2007-2008, *Management Insight* will regularly feature articles on environmental leadership, noting ways that each of us can help the environment.

The holiday season is fast approaching. Studies have found that in the weeks between Thanksgiving and the end of the year, Americans generate a 25 percent increase in waste. If you're planning a party or family get-together, here are some simple ideas to make your celebration environmentally friendly. Give the Earth a gift this year – go green.

- **Send electronic invitations.** Save trees and postage by not mailing paper invitations.
- **Simplify.** Reusing materials doesn't just save money, it saves resources. Use reusable table coverings, plates, cups, and utensils. If you must buy disposable plates, look for ones made of 100 percent recycled plastic.

(continued on page 3)

NCDOT LMDA
NMA Chapter #618
P.O. Box 25039
Raleigh, NC 27611-5039
www.ncdot.org/lmda

President

Katina S. Thompson, EI
919.733.3690 ext 345
ksthompson@dot.state.nc.us

Vice-President

Jimmy Travis, PE
919.250.4128
jtravis@dot.state.nc.us

Secretary

Marie Sutton
919.733.3690 ext 207
mlsutton@dot.state.nc.us

Treasurer

Lisa Feller, PE
919.733.7844 ext 262
lfeller@dot.state.nc.us

Membership Chair

Linda Fuller
919.807.0634
llfuller@dot.state.nc.us

Professional Development

Glenn Dennison, CM
919.733.9513
gdennison@dot.state.nc.us

Communications

Beth Smyre, PE
919.733.7844 ext 333
bsmyre@dot.state.nc.us

Programs

Kimberly Hinton
919.715.1595
khinton@dot.state.nc.us

Senior Executive Advisor

David Smith, PE
919.733.9425
davidsmith@dot.state.nc.us

Community Involvement

Amanda Smith
919.329.8498
arsmith@dot.state.nc.us

Awards

Benjetta Johnson, PE
919.773.2992
benjettajohnson@dot.state.nc.us



www.nma1.org

In This Issue:

Activities Bulletin Board.....Calendar of Events.....
NMA Feature.....New Members.....November Lunch
and Learn Announcement



Activities Bulletin Board

Food Drive Nov. 14 – Dec. 12

The Community Involvement Committee of LMDA will participate in the 21st Annual Heart of Carolina Food Drive of the Food Bank of Central & Eastern North Carolina. Please help us help those less fortunate by donating nonperishable items this winter. Boxes will be placed downtown in the Highway as well as the Parker-Lincoln building, Oberlin Road, Century Center, and at Greenfield North. Each box will be marked with the Heart of Carolina logo. If you have any questions please contact either Beth Smyre (Hwy) at 733-7844 ext.333 or Marie Sutton (Hwy) at 733-3690 ext.207, Kimberly Hinton (P-L) at 715-1595, Linda Fuller (Oberlin) at 807-0634, Jimmy Travis (Century Center) at 212-3270 or Amanda Smith (Greenfield) at 329-8498.

Community Involvement- Race Schedule

The Community Involvement Committee has compiled a list of opportunities for those who want to exercise and help out some great causes at the same time. The following races will be held in November and December. If you would like more information, please contact Amanda Smith at 329-8498.

November 11 (1pm) – Old Reliable Run 5k/ 10k

<http://www.unitedwaytriangle.org/run/>

November 22 (morning) – Inside-Out Sports Turkey Trot 8K

<http://www.insideoutsports.com/>

December 1 (10am) – Jingle Bell 5K run/walk

<http://jinglebellrunraleigh.kintera.org/faf/home/default.asp?ievent=232777>

CALENDAR

2007		Event	Time	Location	Contact
NOVEMBER	8	LMDA Board Meeting	12-1pm	Highway Room 470	Any Board Member
	11	Old Reliable Run 5k/ 10k	1pm	Downtown Raleigh	Amanda Smith
	15	Lunch and Learn: The Confident Leader	12-1pm	Room 161, Greenfield Parkway	Marie Sutton
	22	Inside-Out Sports Turkey Trot 8k	Morning	Cary	Amanda Smith
DECEMBER	1	Jingle Bell 5k run/walk	10am	St Mary's School, Raleigh	Amanda Smith
	4	LMDA Board Meeting	12-1pm	TBA	Any Board Member
	6	Members-Only Lunch & Learn: Successful Time Management	12-1pm	TBA	Kimberly Hinton
	12	Lunch and Learn: Holiday Luncheon	12-1pm	Chief Engineer's Conference Room	Amanda Smith

(from page 1)

They're dishwasher safe, easy to use, and you can use them over and over again. Use linen napkins. Napkins make a huge difference -- We use 2,200 of them a year, per person on average. Six a day. So if we all gave up one napkin a day, we could save a billion pounds of paper waste from going to landfills a year.

- **Tread lightly.** Ask your guests to carpool to the party. Every gallon of gas used releases 25 pounds of carbon dioxide—a major cause of global warming—into the atmosphere.
- **Set the mood.** Candlelight isn't only romantic; it's energy efficient. Look for soy candles -- they're made from a renewable resource, are cleaner and longer burning than regular candles, and spills are easy to clean (just use soap and hot water).
- **Think Locally.** For your meal planning, choose local and seasonal foods if possible. They're fresh and readily available. Shop your nearest farmers' market or family-owned to reduce your carbon footprint. Just as with your food, think local for your drinks. Local wines are a great option. Look to vineyards in your area, or find a shop that specializes in homegrown goods.
- **Donate unserved food to a local food bank or homeless shelter.** If you planning a large office party don't let those extra entrees go into the trash -- work with your caterer to send leftovers to a food rescue group. These organizations pick up fresh, untouched but unwanted food and deliver it to local shelters and families in need. Locate a food rescue organization near you at SecondHarvest.org.
- **Greeting Cards.** If everyone sent just one less card per year, we could save 50,000 cubic yards of paper! Try e-mailing electronic cards to cut down on paper consumption. If you want to send paper cards, send cards made out of recycled paper that don't require additional trees to be cut down (Be sure to recycle the cards you receive.)
- **Gifts.** When packing presents, instead of using packing peanuts use fresh pine springs, real peanuts in the shell, stuffing from an old throw pillow, or straw (toss in yard after opening).
- **Trees.** Though plastic trees last longer and may seem like the more eco-friendly choice since they don't require chopping down a real tree, they're actually not the greenest choice. Real Christmas trees are a renewable, recyclable resource. Artificial trees contain non-biodegradable plastics, which break down when they end up in a landfill. This can pollute our water supply, harm wildlife and damage our health.
- **Buy a locally grown tree.** You're saving gas since you won't have to get it shipped to you or go far to get it. The greenest option is to find a beautiful potted fir or another plant to decorate that you can replant after the holiday.
- **Decorating Your Tree.** LED (light-emitting diode) Christmas lights are much more efficient than traditional bulbs and can reduce your energy use by 90 percent. You can find LED lights at most retail or hardware stores like Lowe's, Target or Ace Hardware. They may cost more money up front, but they will ultimately save you money because of their efficiency.
- **Recycling Trees.** At the end of the holiday season, almost 10 million trees end up in the landfill. But you can recycle your tree! Call 1-800-CLEANUP or visit www.earth911.com for a local service in your area. After you remove your decorations, you can have your tree turned into mulch or chips for your garden...a beautiful way to give back to the Earth!

**In Wake County, holiday waste, such as wrapping paper, trees, gift boxes and greeting cards, can be dropped off for recycling at the five recycling centers. (Visit their web site at <http://www.wakegov.com/recycling/default.htm>)*

NMA Feature.....From the May/June 2004 Issue of *MANAGE Online* (NMA Publication)

How to Develop Your Creative Thinking Skills!

By: James Feldman

Realizing that many opportunities come brilliantly disguised as insoluble problems, Albert Einstein once said: "The significant problems we face today cannot be solved on the same level of thinking we were at when we created them."

Opportunities and solutions abound, if only you can see them! To see such opportunities you must start to think creatively. This is best exemplified with a story.

Two avid fishermen, Jack and Joe, were fishing in a pristine river in the Pacific Northwest, when they spotted a large grizzly rapidly approaching them from the other bank. The two started to head back to their shore as fast as they could. Once on shore, Joe took to his heels, while Jack stopped to remove his wading boots and put on his sneakers. Joe shouted at Jack; "Jack, you fool, you are not going to outrun that Grizzly simply because you have running shoes on. Start running!" Jack replied, "Who said I had to outrun the Grizzly, all I have to do is outrun you!" Jack's life depended on his creative thinking skills.

To be creative you need to be a rule-breaker. But this is not easy since it goes against our entire upbringing. When we were growing up we were taught to conform (see "Conform!" below). Now we are being asked to be creative, to think of something that is not so intuitive-what a contradiction!

Conform!

- At home, we were encouraged, rewarded, or forced to conform to traditions, to what our parents considered norms and values.
- At school we were stereotyped to do what educators thought was good for us.
- At work, we are required to comply with mission statements and corporate policies.

A baby learns quickly because he/she does not have to unlearn anything. Living in the safety and comfort of what they know, adults are often reluctant to unlearn things that have served them well. Consequently, they are slow to learn creative thinking. Tell a young college graduate to think of a way to trap a monkey and he/she will come up with many ingenious ideas, all based on some form of device. Yet, farmers in Africa have been relying on the monkey's natural behavior to trap him. They dig a hole in the ground with an opening just large enough for the monkey to grab the food they place inside. The monkey cannot withdraw his hand unless he drops the food, which he will not do. What a creative idea!

Creative Thinking is sometimes referred to as Lateral Thinking or Thinking Out-of-the-Box. The Internet itself is an incredibly creative concept, has generated some very creative ideas. Thanks to lateral thinkers, today we have search engines, e-mail services, web-hosting services, individual websites, etc., free of charge. During the Vietnam War, the U.S. Air Force continuously bombed the North Vietnamese bridges in an attempt to hinder the movement of men and machines to the war front. The U.S. could not understand how the Viet Cong kept moving forward in the face of such an incessant bombing campaign. Later it became known that a young Viet Cong soldier had suggested building bridges below the water line so that U.S. planes would not be able to spot them.

The "Aim-Preset" Technique

Lateral thinking skills are not natural to everyone. However, lateral thinking can be learned by using the Aim-Preset technique. This technique enhances one's capacity to think laterally and generate solutions. The

(continued on page 5)

(from page 4)

acronym stands for: Accept, Isolate, Modify, Problem, Replace, External, Sacrifice, Environment, and Time. These are the basic questions you should ask each time you are faced with a problem. With every problem you face, employ the aim-preset technique to search out your options. This requires you to spend some time thinking through the implications. Do not jump at what comes naturally. Many people are inclined to charge at a problem like cavalry; the aim-preset technique is akin to artillery, where you search out the coordinates.

A - Can I simply accept the problem and learn to live with it?

We need to figure out if the problem is worth fixing, or if the solution is cost-effective. Your company relocated, adding an extra half-hour to your commute. Is this worth looking for a new job closer to home, or can you live with it?

I - Can I isolate the product or the system from the influence?

When x-raying a patient, the dentist places a lead apron (shield) on the patient to reduce exposure to radiation.

M - Can I modify the product or the system?

Product modification is possibly the most common solution. When tires showed excessive wear, manufacturers modified the rubber compounds with synthetic additives to increase their wear resistance.

P - Is it possible that the solution might be in the problem?

Many years ago, rodents infested certain areas of England, destroying crops. The rodents were the external cause of the problem. Laboratory tests showed that a high-frequency sound generated at night caused the rodents to suffer epileptic fits and die. The rodents' biological clock triggers a protective mechanism that makes them immune to noise during the daytime; somehow, this protection is rendered ineffective at night. Vaccines are derived from the source of the problem.

R - Can I degrade the product and replace it?

More and more manufacturers are resorting to this technique to cut costs and ensure a constant demand for their products. Often the cost of repairing something exceeds the cost of replacement. The downside of this is the cost to the environment, and depletion of raw materials. Disposable razors, plates, and even cameras are good examples of this type of solution.

E - Can I eliminate or mitigate the external cause of the problem?

We use pesticides to kill or deter pests.

S - Can I use direct or indirect sacrificial techniques?

In automobiles, brake pads are sacrificed to protect the more expensive stainless steel rotors.

E - Can I change the environment in which the problem thrives?

Genetic modifications to plants prevent certain pests from residing in them.

T - Will the passage of time resolve the problem?

Time is a valuable tool in resolving problems. When we are annoyed, we need some time to cool down. So why not use this as a tool for problem solving? Parents go through some very difficult times with their teenage children. Some parents get frustrated and resort to all sorts of "remedies." Others take a philosophical attitude and accept this as a passing phase in a teenager's life. Farmers seek seasons to plant crops - time!

With the Aim-Preset technique, you can revitalize your creative thinking skills, and seek solutions that are not obvious at first glance. This is not a technique limited to the business world! You can use it to find solutions to your day-to-day problems.

10th Annual CPI Conference

April 16, 2008

Kerr Scott Building- NC State Fairgrounds, Raleigh

Mark your calendar now and plan to attend this exciting event "Celebrating Ten Years of Innovation!"

CPI Applications are due January 31, 2008!

For additional information regarding CPI:

<http://www.ncdot.org/programs/cpi>

Welcome New LMDA Members!

Sharon L. Hughes, Traffic Engineering
Cyndy Hummel, PDEA Human Environment Unit
Darius Sturdivant, Transportation Planning

For more information on LMDA, visit our website:

www.ncdot.org/lmda/

NMA CODE OF ETHICS

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and processes. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

**I'm the Boss You Follow Me!
The Confident Leader – Leadership in Action
November 15, 2007**



Program Overview: The November 2007 session of the Leadership & Management Development Association will demonstrate how to keep everyone on track and motivated to follow the leader. In spite of the intense pressures and challenges a leader faces, there are strategies to help develop people and purpose. You'll have fun discovering why the 21st century leader must "let go" so that others can "get going"!

The speaker will be **Dr. Evelyn J. Johnson**. She is the Founder of Rainbo'Renaissance Creative Solutions. A company specializing in technical support and training for management and trainers. She has earned the title 'Leaders of Leaders' from the NC Public School System and believes that an effective leader creates an environment that fosters healthy relationships in the workplace.



Details

Time: 12:00 – 1:00 pm - Please feel free to leave earlier if you need to make it to another appointment.

Location: Traffic Engineering Greenfield Parkway Conference Room 161

Lunch: Lunches will be \$5.00 for members and \$7.00 for nonmembers. Lunch will be a Chick-fil-a sandwich, mixed fruit, bag of chips and a cookie.

Participation Limits: Attendance is limited.

RSVP: E-mail Marie Sutton at mlsutton@dot.state.nc.us to confirm your participation. Lunch requests must be received by **noon** on November 14th.

Directions to Greenfield Parkway

- ❑ I-40 East
- ❑ Take exit 306 towards Clayton/Smithfield – stay to the left
- ❑ Exit off onto Greenfield Parkway
- ❑ Take a left at the stop sign – cross over the bridge
- ❑ Take a right at the 4th entrance (the first entrance is almost immediately after crossing the bridge) – 700 Greenfield Parkway (Traffic Engineering)
- ❑ Proceed to the second set of doors on your right. It will state Congestion Management & Signing on the doors
- ❑ As soon as you enter the building, proceed to your left, then immediately right. The doors to the conference room will be right there. Signs will be posted.

Map

